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# THINGS TO KNOW ABOUT MARKETING & COMMUNICATIONS



## 1 Industry Definition

**Marketing:** at its basic level, marketing is about determining the value of your product or service and communicating that information to customers.

**Communications:** anywhere you find the written word there had to be someone there to write it, edit it, publish it and in some cases, sell it. These endless written materials mean endless career opportunities.

### How to Get Ready

#### Skills Needed:

- = Digital Technology
- = Critical Thinking
- = Results Oriented
- = Data-driven
- = Adaptable
- = Organized
- = Knowledgeable on current trends

### Sample Job Titles and Salaries

- Marketing Specialist \$ 50,000
- Junior Brand Manager \$34,000
- Social Media Manager \$60,000
- Content Writer \$35,000
- Media Buyer \$40,000
- Project / Marketing Coordinator: \$40 000

#### Professional Associations to check:

- = Canadian Marketing Association
- = Canadian Communication Association
- = Canadian Institute of Marketing

### Where the Jobs Are

- Social media
- Web design/production
- Public relations
- Account services
- Marketing research
- Interactive media
- Brand/product management
- Print design/production
- media services

“Regardless of the changes in technology, the market for well-crafted messages will always have an audience.”  
- Steve Burnett, The Burnett Group

Job prospects for Marketing Researchers and Consultants are expected to be fair while projections for occupations in Public Relations & Communications are good (to 2016).

### How can the Career Centre Help

- Check out our Career Library Resources such as “Great Jobs for Communications Major”
- Check the part-time and summer jobs on the Career Learning Network to gain experience
- Attend a number of networking events; Communications and Marketing staff are in many organizations
- Talk to us about how to join and benefit from professional associations

Sources:

1. Canadian Business (<http://www.canadabusiness.ca/eng/page/2723/>)
2. Talent Egg (<http://talentegg.ca/career-guides/sales-and-marketing/>) ; [www.payscale.com](http://www.payscale.com) & Career Cruising
4. Talent Egg (<http://talentegg.ca/incubator/2011/10/21/what-are-the-most-in-demand-marketing-skills/>)  
[http://www.jobbank.gc.ca/LMI\\_report\\_bynoc.do?noc=4163&reportOption=outlook](http://www.jobbank.gc.ca/LMI_report_bynoc.do?noc=4163&reportOption=outlook)  
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